

CLAIMS

What is claimed is:

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1. A product packaging system comprising:

a backing member to which a product is adhereingly attached thereto;

an adhering material for adhering said product to said backing

member, said adhering material disposed upon said backing member;

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a flexible plastic material for encasing said backing member and said product together, wherein said flexible plastic material is sealable and wherein said flexible plastic material is tear resistant; and

a sealing component for sealing said flexible plastic material such that said product and said backing member are encased in a package.

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2. The product packaging system as recited in Claim 1 wherein

said adhering material is interposed between said product and said backing member.

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3. The product packaging system as recited in Claim 1 wherein

said backing member is relatively stiff in nature, and wherein said backing member is constructed of a readily recyclable and disposable material.

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4. The product packaging system as recited in Claim 1 wherein

said adhering material is a hot melted adhering material, and wherein said product is disposed upon said hot melted adhering material on said backing member prior to said hot melted adhering material hardening such that the

adhesive properties of said hot melted adhering material are no longer present.

5. The product packaging system as recited in Claim 1 wherein
5 said adhering material is non-permanent glue, wherein said non-permanent glue is removable from said backing member and said product, and wherein said backing member and said product are undamaged when said non-permanent glue is removed.

10 6. The product packaging system as recited in Claim 1 wherein said flexible plastic material is adapted to receive laser engraving and marketing communication materials and graphics/artwork for displaying product manufacturing and marketing and communication information.

15 7. The product packaging system as recited in Claim 1 wherein said flexible plastic material is adapted to utilize standard eye marks for providing registration facilitating correct package sealing and correct package cutting.

20 8. The product packaging system as recited in Claim 1 wherein when said flexible plastic material is transparent such that said product and said backing member are visible when encased by said flexible plastic material, and wherein when said flexible plastic material is opaque said product and said backing member are hidden from view when encased by
25 said flexible plastic material.

9. The product packaging system as recited in Claim 1 wherein said flexible plastic material comprises a first portion that is opaque and a second portion that is transparent, such that some of said product is visible through said second portion and some of said backing member is hidden by said first portion when encased in said flexible plastic material.

10. The product packaging system as recited in Claim 1 further comprising a form-fill-seal packaging apparatus for providing the means for performing the packaging of said product.

11. A product packaging method utilizing a form-fill-seal packaging apparatus, said method comprising the steps of:

a) providing a backing member upon which a product is adhereingly attached thereto;

b) providing an adhering material for adhering said product to said backing material;

c) applying said adhering material to said backing member for adhering disposing said product thereon;

d) disposing said product upon said backing member in preparation of encasing said product and said backing member in a package; and

e) encasing together said product and said backing member with a flexible plastic material so as to package said product and said backing member.

12. The method as recited in Claim 11 wherein said backing member is relatively rigid in nature and readily recyclable.

5 13. The method as recited in Claim 11 wherein said adhering material is a hot melted adhering material.

14. The method as recited in Claim 11 wherein said adhering material is a non-permanent glue, said non-permanent glue removable from
10 said backing member and said product.

15. The method as recited in Claim 11 wherein said adhering material is interposed between said product and said backing material.

15 16. The method as recited in Claim 11 wherein said flexible plastic material is adapted to receive laser engraving and marketing communication materials and graphics/artwork for displaying product manufacturing and marketing and communication information.

20 17. The method as recited in Claim 11 wherein said flexible plastic material is configured to utilize standard eye marks for providing registration facilitating correct package sealing and correct package cutting.

18. The method as recited in Claim 11 wherein said flexible plastic material is transparent so as to allow viewing of said product when said product is packaged.

5 19. The method as recited in Claim 11 wherein said flexible plastic material is opaque so as to prevent viewing of said product when said product is packaged.

10 20. The method as recited in Claim 11 wherein said flexible plastic material comprises first portion that is opaque and a second portion which is translucent, such that some of said product is visible through said second portion and some of said product is hidden by said first portion.